



# Technical Advisory Committee

Meeting #2: Project Update and  
Visioning Workshop Overview

February 13, 2023

A scenic view of a coastal town and bay from a hillside. The foreground is filled with green and brown shrubs. The middle ground shows a town with buildings and a large, flat, brownish area. The background features a blue bay with several boats and a blue sky with white clouds.

# TODAY'S AGENDA

Welcome & Introductions

Key Findings to Date: Recent Tasks

Visioning Workshop Activities & Schedule

Near-Term Actions & Next Steps

# PROJECT BACKGROUND

- Build on West Maui Community Plan and West Maui Greenway Master Plan
- Increase affordable and workforce housing
- Identify a new transit hub location
- Create walkable, accessible communities
- Support economic diversification
- Connect critical destinations
- Keep and make great places
- Reflect West Maui's history and future



## WEST MAUI COMMUNITY PLAN

January 2022



# MEETING OBJECTIVES

- **Provide highlights** and key takeaways from the first round of community engagement
- **Review findings** from the draft community profile, housing inventory, and real estate market analysis
- **Share plans** for February 27 to March 3 public and stakeholder activities, discussing opportunities to engage the community



# ROLE OF THE TAC

- Provide introductions, advice, and direction to project team
- Bring specialized information, expertise, and key connections
- Build capacity and knowledge
- Coordinate ongoing efforts
- Advance recommendations and outcomes within agencies and organizations



# **KEY FINDINGS TO DATE: RECENT TASKS**

# COMMUNITY CORRIDOR KEY TASKS

June 2022 to November 2023



## GUIDE

- Project management
- Public engagement plan
- Identity and branding
- Technical Advisory Committee
- Digital and virtual outreach
- In-person engagement



## BUILD

- Background review
- Data collection and analysis
- Study area tour
- Focus groups/interviews
- Market analysis
- Affordable and workforce housing inventory



## CREATE

- Visioning and community design workshop
- Design principles and guidelines
- Land use and connectivity plans
- Transit hub and key links



## ACT

- Phased implementation strategy
- Financial plan
- Near-term action plan
- Mid-term and long-term recommendations

**WE ARE HERE**

# PROJECT SCHEDULE





# WHAT'S YOUR VISION FOR WEST MAUI'S COMMUNITY CORRIDOR?



## Here's how to participate:

- 1 Grab three dots.
- 2 Use your dots to tell us what you think is most important in a transit-oriented community corridor.
- 3 Have other thoughts? Use a sticky note or comment card to tell us more!

Buses that take me where I want to go	
Bus stops near businesses and transit	
Safer ways to walk, roll, and bike	
Housing that is affordable for all income levels	
Access to places to play and be active	
More job centers and local businesses	
Art and cultural destinations	

Have other ideas? Put a sticky note here to tell us more!

More beach parking for locals

More bus stops

Homes for all income levels

Health and wellness services

Multi-use housing & businesses

Affordable Rental Housing

Improve connectivity

Lahaina - Honolua

Senior Citizens Club

sign up

calendar

bus list

Wailea

CHRISTMAS LUNCHEON

ANGEL TREE



# MAP YOUR IDEAS FOR WEST MAUI'S COMMUNITY CORRIDOR



## Here's how to participate:

- 1 Put a BLUE flag on places that you visit often or would like to visit in the future.
- 2 Put a GREEN flag where you have an idea for an improvement like new housing, a new bus stop, or public art.
- 3 Put a RED flag where you think a new West Maui Transit Hub should be located.



Do you have other ideas? Put a sticky note here to tell us more!

Sticker around the map

Blue flag on map

# PHASE 1 COMMUNITY ENGAGEMENT RESULTS

# PHASE 1 ENGAGEMENT GOALS



**Listen and understand** fundamental community issues, opportunities, and constraints



**Cultivate community awareness** and a better understanding of transit-oriented development



**Establish a list of interested individuals and groups** to be engaged throughout the project



**Establish media contacts** to announce future public engagement opportunities



**Reach people** where they are

# 2022 ENGAGEMENT ACTIVITIES



**WEST MAUI COMMUNITY CORRIDOR**

**SCAVENGER HUNT**

Join our Scavenger Hunt!

Head out on foot, on a bike, with your mobility device, on a skateboard, by bus, or by car to see how many items you can find from our list.

Take a picture of each item you find and share your photos with us in one of two ways.

Social media: tag #WestMauiCC

Email: [info@WestMauiCommunityCorridor.org](mailto:info@WestMauiCommunityCorridor.org)



# 2022 ENGAGEMENT ACTIVITIES

6

In-person pop-up events in West Maui

34

Interactive mapping comments

71

Survey responses

1,370

Project website views



# ENGAGEMENT FINDINGS TO DATE

What do *you want to see most* in the Community Corridor?

- People **walking, biking, and rolling**
- Better **management** of land and natural resources
- Residents have **equal access** to housing, jobs, shopping, and community facilities

*Which items* in a Transit Oriented Community *are most important to you?*

- **Safer ways** to travel, especially walking, biking, and rolling
- Housing that is **affordable** for all income levels
- Access to **places to play** and be active

What would *help you try another way to travel* along the Corridor?

- **Off-street paths** for walking and biking
- **Sidewalks** that connect
- Safer **street crossings**

# ENGAGEMENT FINDINGS TO DATE

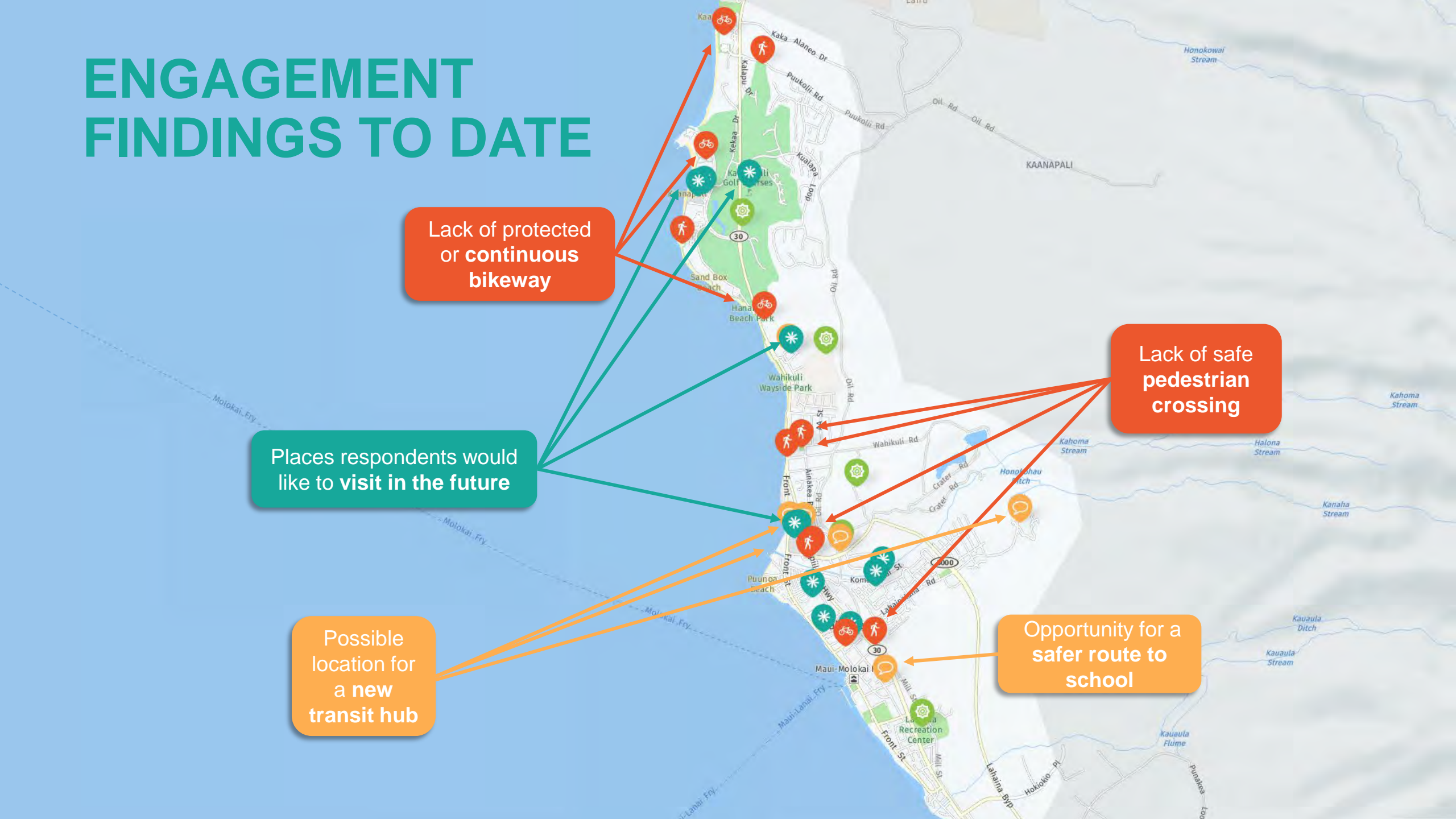
Lack of protected or continuous bikeway

Places respondents would like to visit in the future

Lack of safe pedestrian crossing

Possible location for a new transit hub

Opportunity for a safer route to school



# ENGAGEMENT FINDINGS TO DATE

## DIRECT QUOTES FROM RESPONDENTS

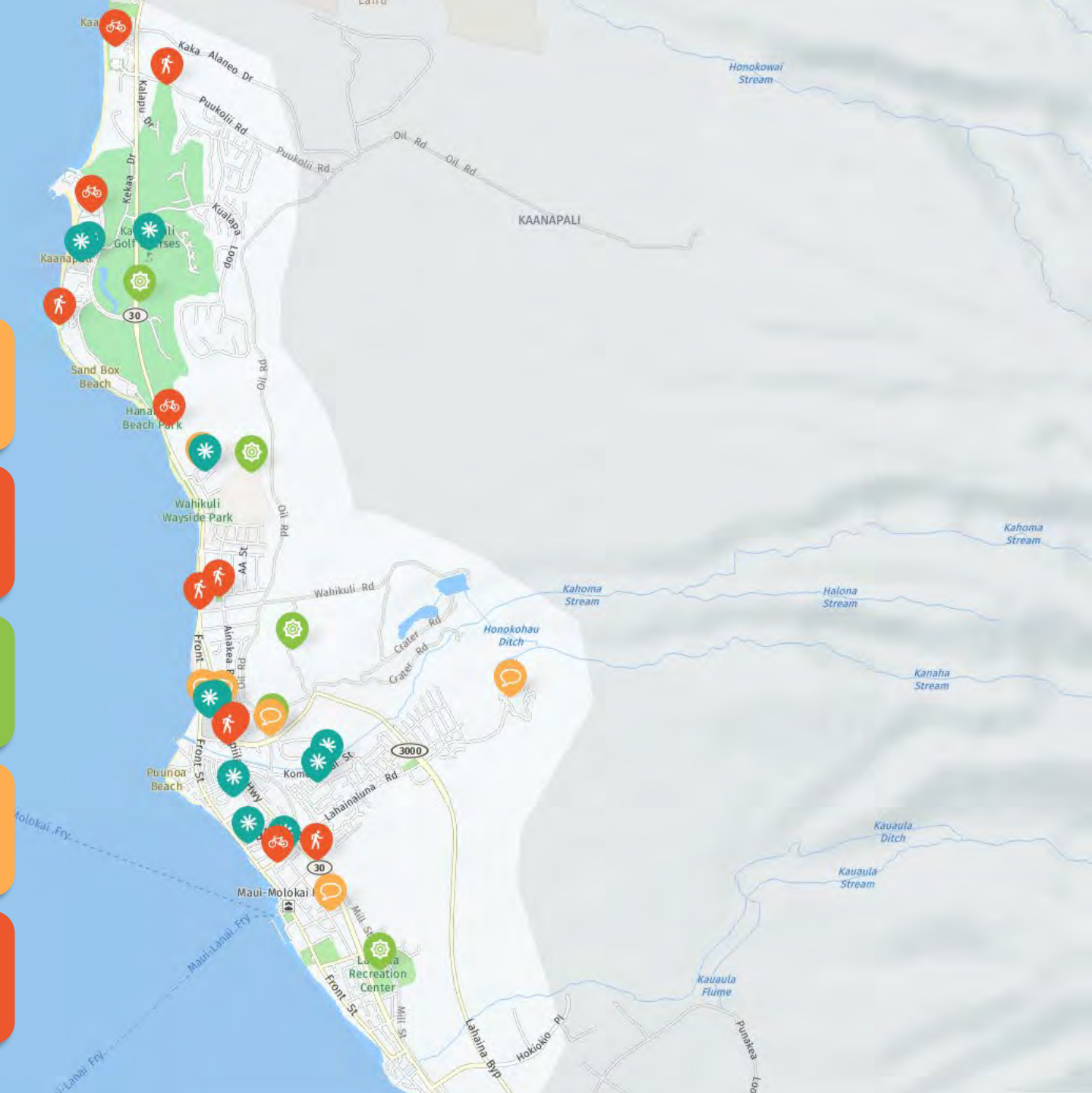
*"The new Transit Hub should be here!"*

*"No safe protected bike path to ride my bike."*

*"We should have a protected bike path from Lāhainā to Kā'anapali and beyond."*

*"Plan better traffic patterns so people can get to safety in the case of say a fire."*

*"I think a light with a crosswalk or a pedestrian bridge is needed here for school kids."*





# COMMUNITY PROFILE HIGHLIGHTS



# COMMUNITY PROFILE

- What is the West Maui Transit-Oriented Community Action Plan?
- Why is it needed?
- Who lives in, works on, and visits the Community Corridor?
- Where are the places people go?
- How do we move in and along the corridor today?
- What are the key opportunities?



# COMMUNITY PROFILE: RESIDENTS AND JOBS

## Total Population



## Median Annual Income



## Workers and Jobs

**14,000**

people work along  
the corridor



**52%**

of jobs are low-wage  
(less than \$40,000  
per year)



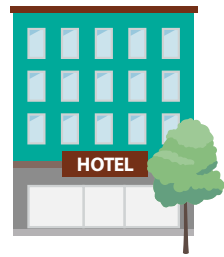
**51%**

of commuters travel  
less than 10 miles to  
their job



# COMMUNITY PROFILE: RESIDENTS AND JOBS

## Workers by Industry in the Corridor



51%

Accommodations  
and Food Service

↓13%



19%

Office-Based, Public  
Administration, and  
Education/Healthcare

↓19%



15%

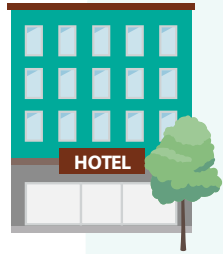
Retail Trade

↓9%

**Job Loss  
Countywide**  
2019 to 2022

Data source: ESRI Business Analyst, 2022

# COMMUNITY PROFILE: VISITORS



West Maui  
Hotel Room Inventory

**11,929**



Average Monthly  
Cruise Passengers

**13,576**

Average Monthly  
Hotel Occupancy

**77.5%**

2019

**70.7%**

2022

Average Nightly  
Hotel Room Rate

**\$334.07**

2019

**\$541.08**

2022

% of Visitors  
Income > \$250,000

**15.9%**

Average Monthly  
Vacation Rental Occupancy

**79.0%**

2019

**73.2%**

2022

Average Nightly  
Vacation Rental Rate

**\$276.88**

2019

**\$418.34**

2022

Annual Visitors to  
West Maui Museums

**26,214**

# COMMUNITY PROFILE: HOW WE MOVE

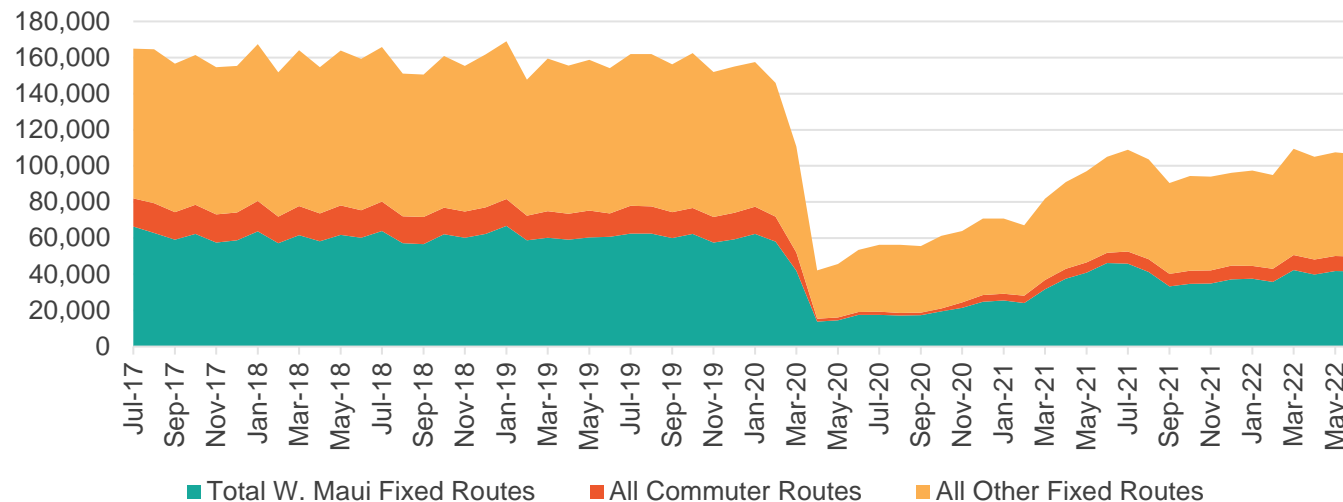
- Honoapiʻilani Highway through Lāhainā carries 24,000 vehicles per day on average
- Volumes increase to between 25,000-45,000 north of Keawe and Honoapiʻilani Highway
- There were 850 crashes (28 fatal) involving someone walking or biking between 2010-2017



# COMMUNITY PROFILE: HOW WE MOVE

- West Maui Islander is the highest ridership route in the Maui Bus system
- Commuter bus service brings people from Upcountry, Central Maui, and Kihei
- Ridership is recovering since the beginning of the pandemic

Maui Bus Ridership (July 2017-June 2022)



# COMMUNITY PROFILE: HOW WE MOVE

## Current transit hub is centrally located in Lāhainā, but...

- Only accommodates 2 in-line vehicles
- Luakini Street is narrow and one-way
- Adjacent streets are narrow and congested
- Poor lighting, limited passenger amenities, and not easily identified as a transit center
- Privately owned
- No park and ride capability
- Unable to store vehicles overnight
- Would be difficult to incorporate future electric charging infrastructure





# KEY FINDINGS: HOUSING INVENTORY & MARKET ANALYSIS



# HOUSING INVENTORY: KEY FINDINGS

## Existing Study Area Housing Units



**Multifamily**  
(5+ units)

2,700 units



**Single Family**  
(detached)

2,100 units



**Middle Housing**  
(1 unit attached or 2-4 units)

1,400 units



6,200 units

## Short-Term Rental Units



**Census Data** (low estimate)

700 units (10%)



**Inside AirBnB** (high estimate, isolated times)

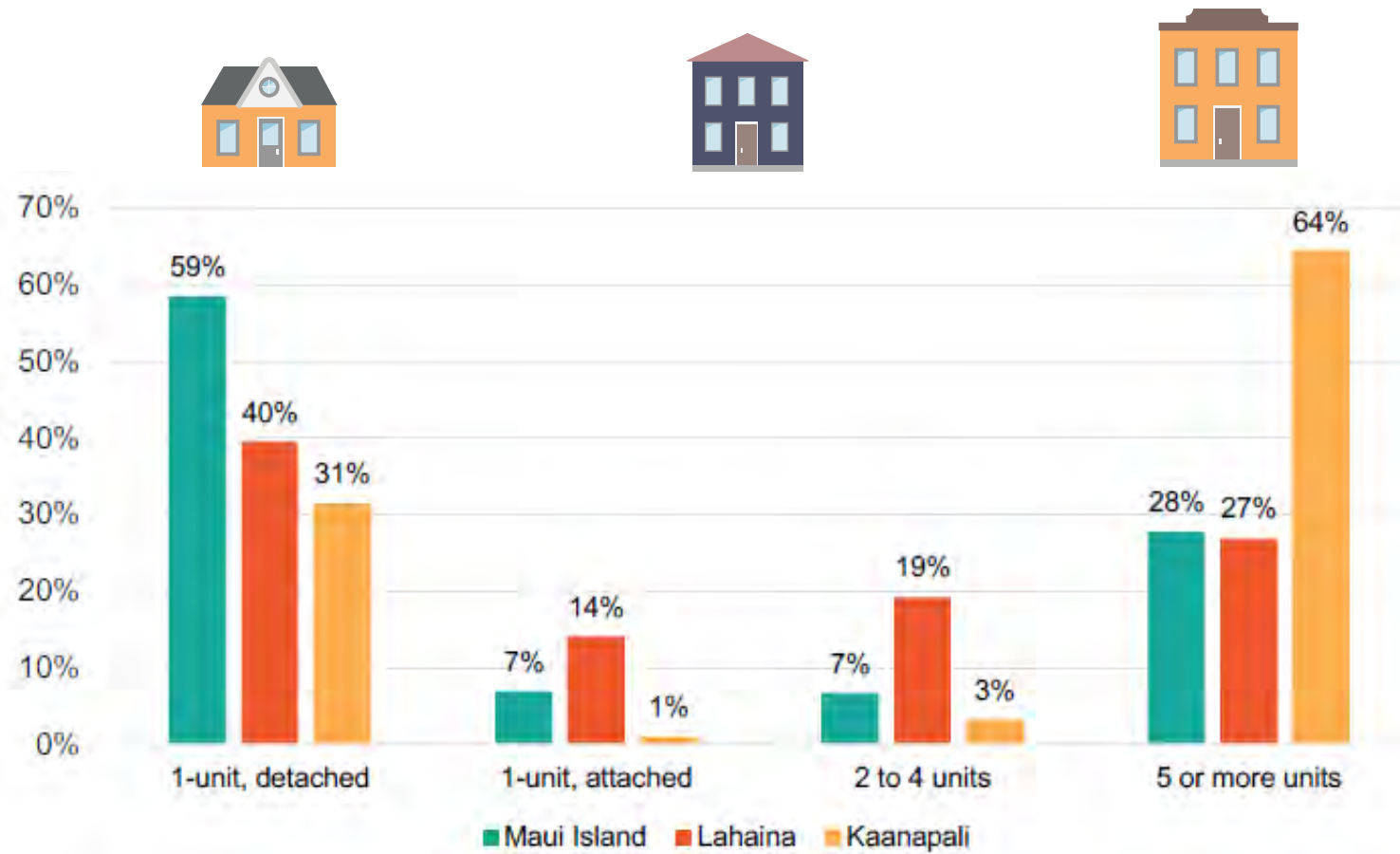
3,000 units (48%)



Data source: Draft Housing Inventory and Analysis, ECONorthwest, January 2023

# HOUSING INVENTORY: KEY FINDINGS

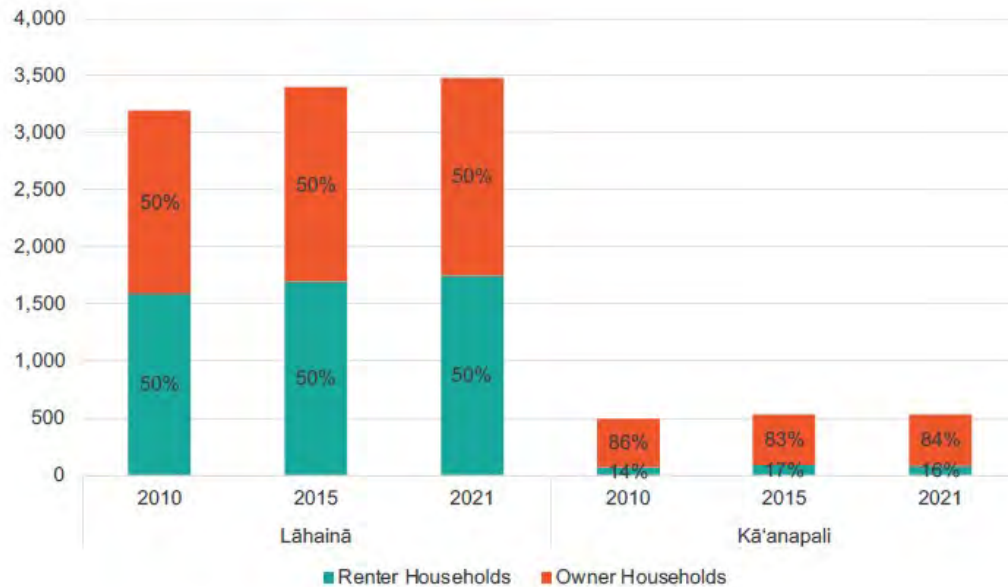
Share of Housing Units by Housing Type (2021)



# HOUSING INVENTORY: KEY FINDINGS

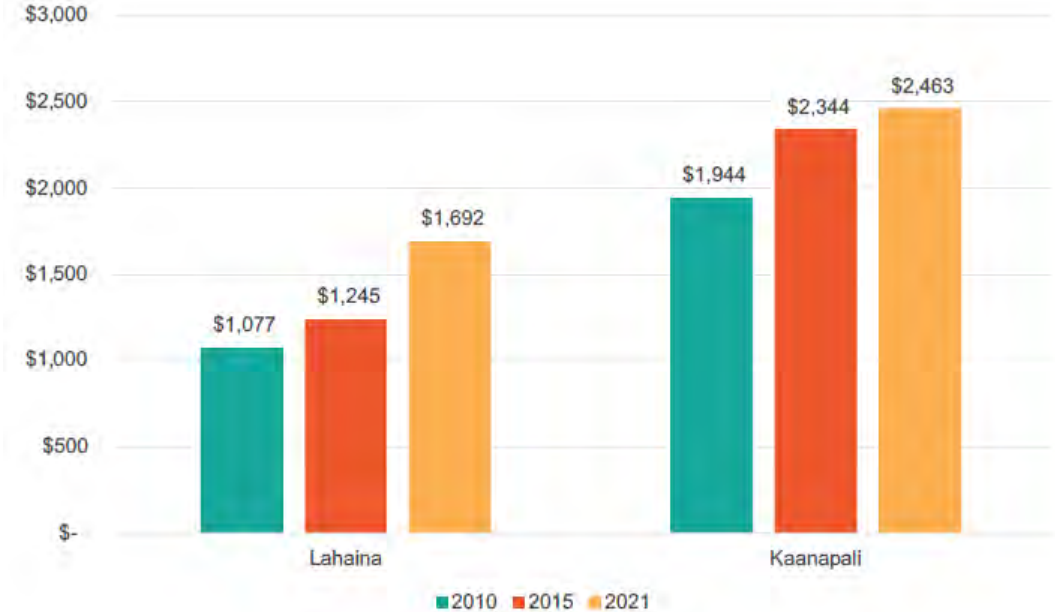
## Tenure

- Significantly higher % of owner-occupied housing units in Kā'anapali



## Median Gross Rents

- Median rents have increased by 57% in Lāhainā and 27% in Kā'anapali

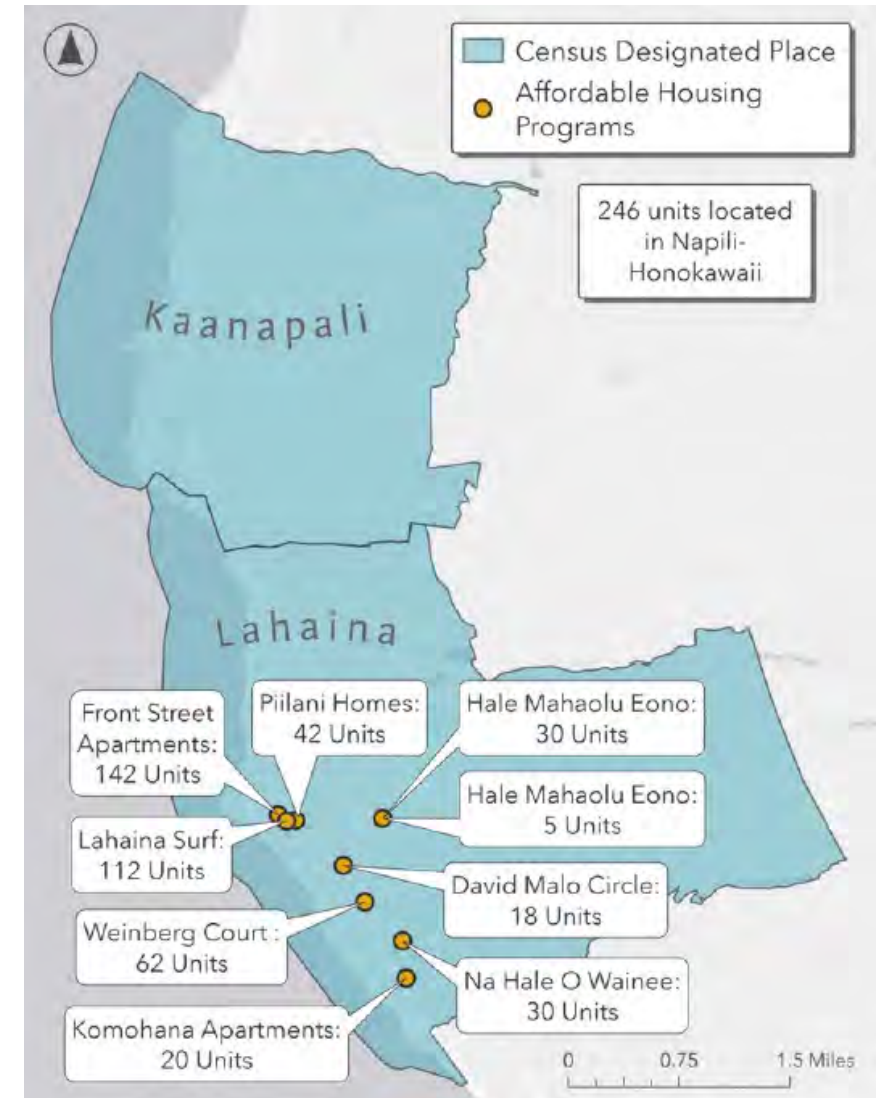
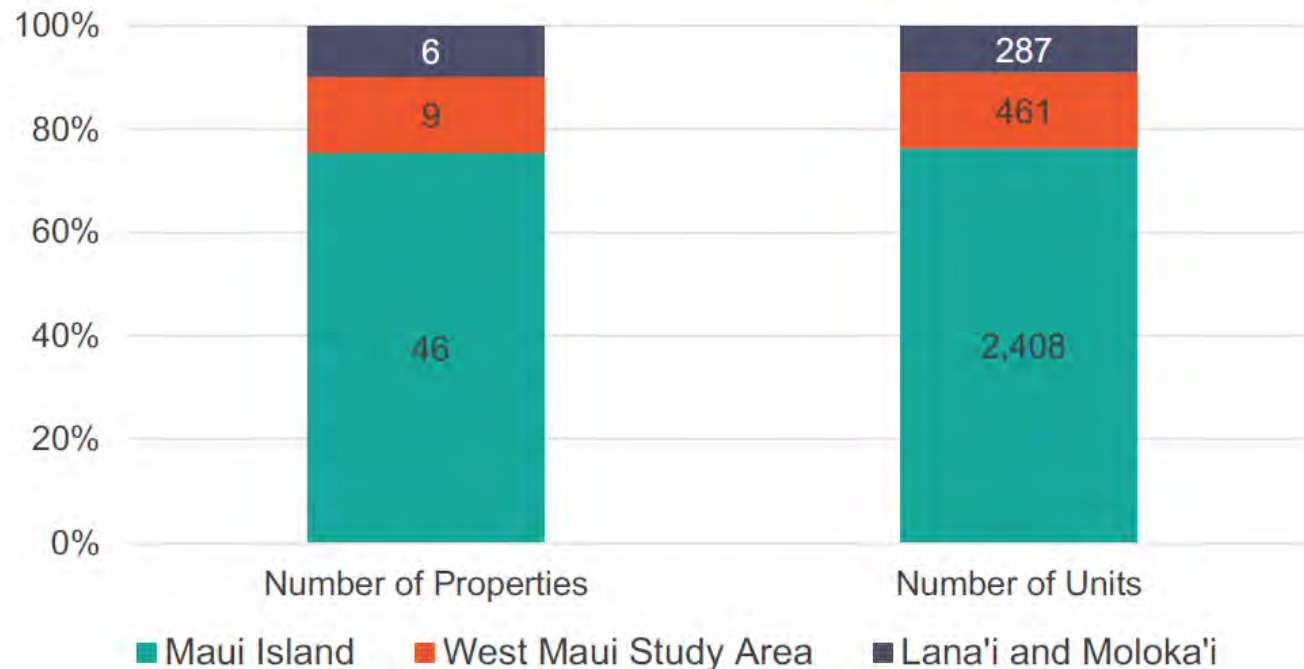


Data source: ACS 2017-2021 5-year data

# HOUSING INVENTORY: KEY FINDINGS

## Affordable Housing

- West Maui has about 461 units of affordable housing in 9 properties (all in Lāhainā)
- 17% of the total affordable housing units on Maui Island are in West Maui



Source: Hawai'i Housing Finance and Development Corporation, 2022

# HOUSING INVENTORY: KEY FINDINGS

## Preference for Housing in West Maui (Buyers)



*Single Family (detached)*

76%



*Apartment/Condo*

12%



*Townhouse*

1%

## Preference for Housing in the West Maui (Renters)



*Single Family (detached)*

29%



*Apartment/Condo*

58%

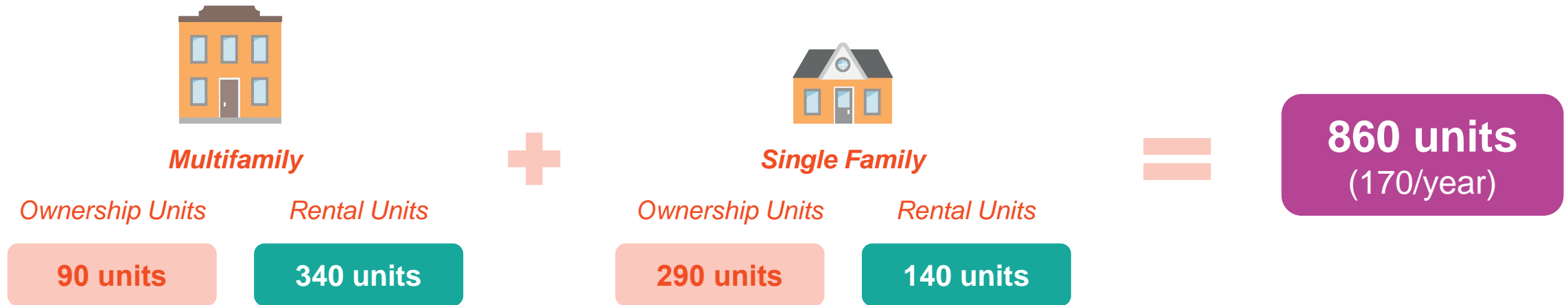


*Townhouse*

2%

# HOUSING INVENTORY: KEY FINDINGS

Estimated Demand for New Housing in Study Area by Preference (2020-2025)



Data source: Draft Housing Inventory and Analysis, ECONorthwest, January 2023

# MARKET ANALYSIS: KEY FINDINGS

## Housing Costs and Area Median Income

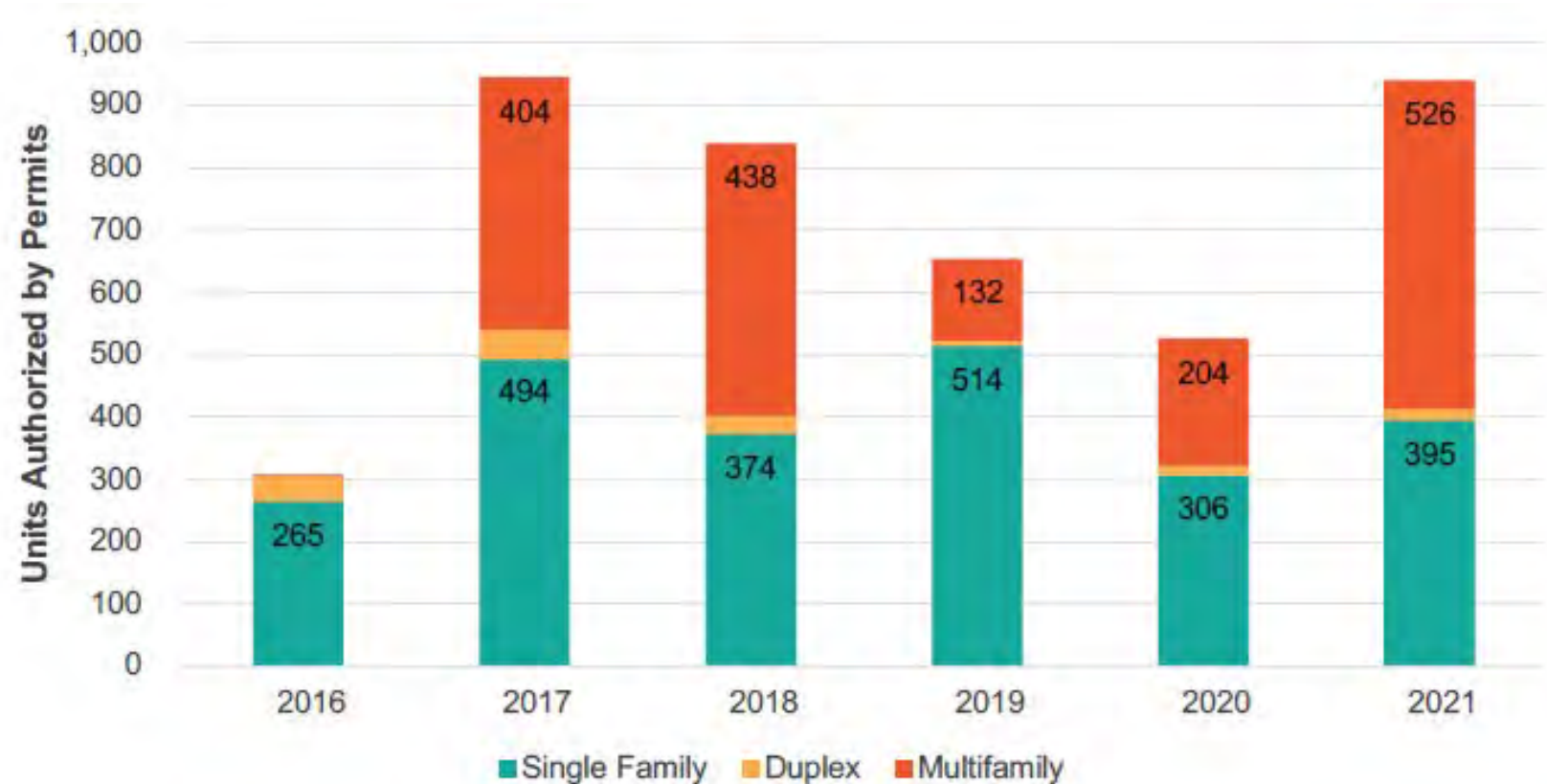
- The median family income on Maui is \$101,100 in 2022
- A family would need to earn over \$188,000 to afford the average condo in Lāhainā
- A family would need to earn more than \$450,000 to afford a single detached unit in Lāhainā and over \$612,000 in Kā‘anapali

Type of Unit	Average Sale Price	Required Family Income to Afford Housing
Kā‘anapali Single Detached	\$2,450,000	\$612,500 - \$700,000
Kā‘anapali Condo	\$1,100,000	\$275,000 - \$314,286
Lāhainā Single Detached	\$1,800,000	\$450,000 - \$514,286
Lāhainā Condo	\$750,000	\$187,500 - \$214,286

# MARKET ANALYSIS: KEY FINDINGS

## Development Trends

- Housing production declined between 2017 and 2020, but jumped 79% from 2020 to 2021
- About 55% of permitted units between 2016 and 2021 were single family and 40% were multifamily



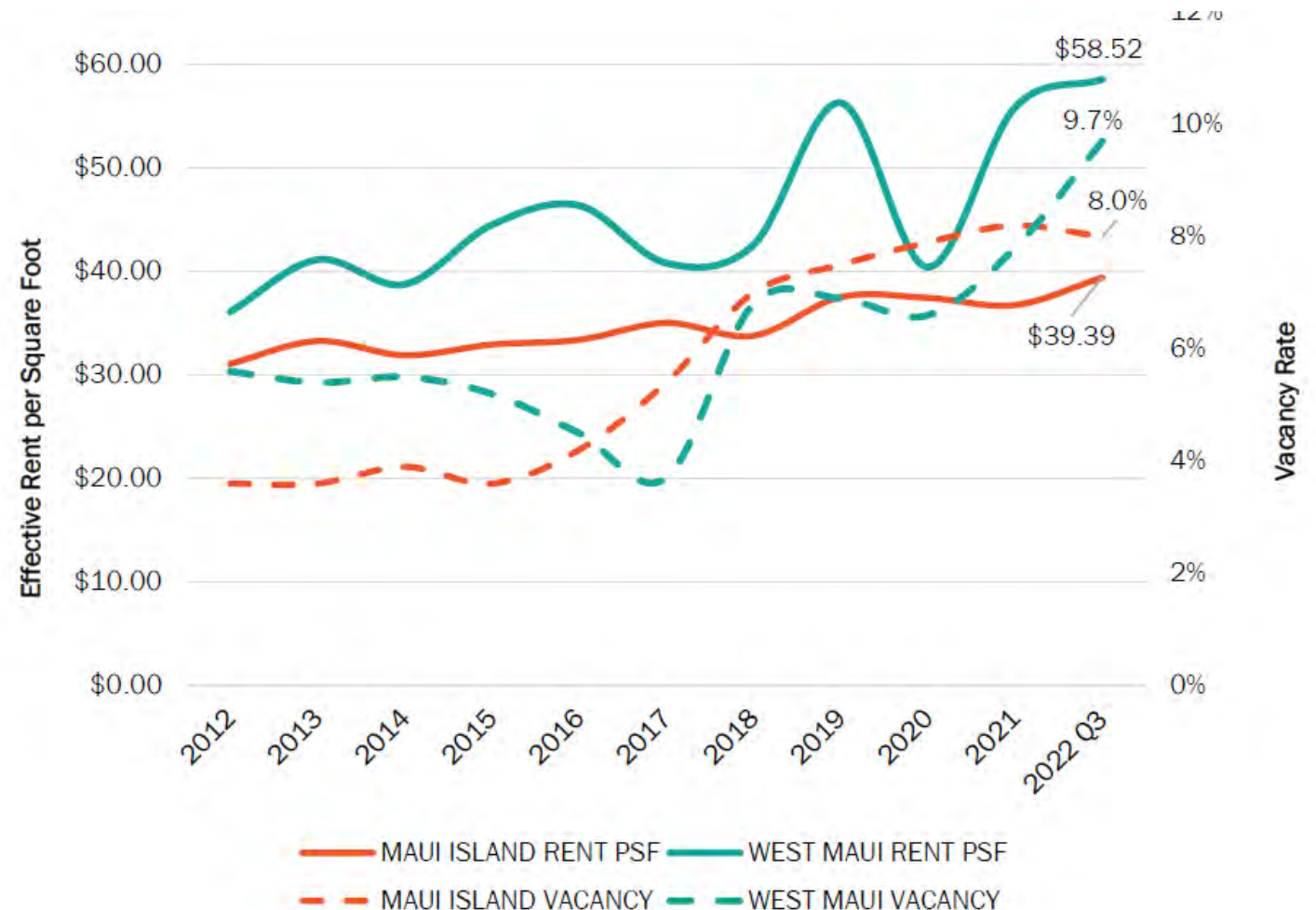
Source: Redfin, ECONorthwest



# MARKET ANALYSIS: KEY FINDINGS

## Retail Rents and Vacancy Rates

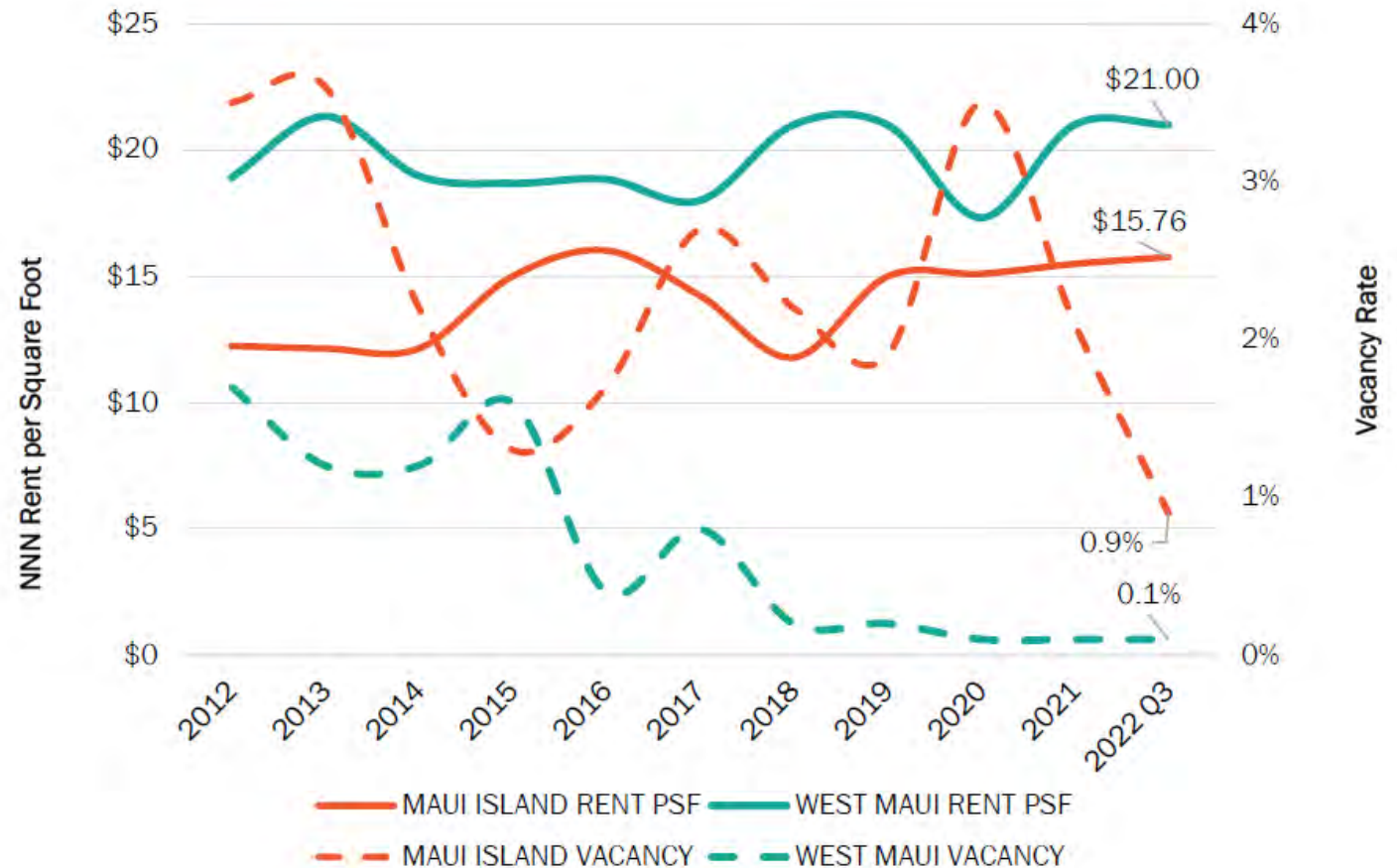
- About 23% of Maui Island's total retail inventory is in West Maui
- Despite fluctuations, retail rents increased by 62% in West Maui from 2012 to 2022 (compared to 27% for Maui Island)
- Vacancy rates are slightly higher in West Maui than for Maui Island
- Net absorption in West Maui has been negative in the past 4 years, indicating a decrease in demand for retail space



# MARKET ANALYSIS: KEY FINDINGS

## Industrial and Flex Rents and Vacancy

- Rents increased by about 11% between 2012 and 2022 in West Maui, compared to 29% for Maui Island
- Three new industrial/flex buildings were delivered in West Maui since 2012 (about 26,000 square feet)
- Significantly more industrial/flex space was delivered to Maui Island (about 363,000 square feet)



# **VISIONING WORKSHOP ACTIVITIES & SCHEDULE**

# VISIONING WORKSHOPS: GOALS

- Engage the community, stakeholders, and County leaders in **developing a vision** for the corridor that includes land uses (housing, parks, and more), a future transit hub, and multimodal improvements
- Provide an **overview of existing conditions** and key opportunities
- Reintroduce locations and operational needs for a **future West Maui Transit Hub**
- Experience barriers and **opportunities related to safety, accessibility, and active modes** through “walking tours”
- Develop **draft framework** for the Land Use Plan and Connectivity Plan



# VISIONING WORKSHOPS: PUBLIC ACTIVITIES



## HOW CAN WE BETTER CONNECT LĀHAINĀ AND KĀ'ANAPALI?



**Join us for a community event!**



**SCAN ME**

**Mon 2/27**

**Keawe St Walking Tour**

4:00-5:30 PM  
Cannery Mall  
Southern Entrance

**Tues 2/28**

**Community Meeting**

6:00-8:00 PM  
Senior Center  
788 Pauoa St  
Lāhainā

**Thurs 3/2**

**Pioneer Mill Walking Tour**

8:00-9:30 AM  
Outlets of Maui  
Parking Lot

**Friday 3/3**

**Keawe St Walking Tour**

8:00-9:30 AM  
Cannery Mall  
Southern Entrance

**Project Team Office Hours**

1:00-4:00 PM  
Lāhainā Art Show at  
Cannery Mall



**WestMauiCommunityCorridor.org**

# VISIONING WORKSHOPS: WALKING TOURS

- Allows **direct engagement** with community members and key stakeholders
- Lasts approximately **90 minutes** (~1 mile)
- Includes **four elements**:
  - Introductions
  - Framing and teaching
  - The walk
  - Discussion and next steps
- Focuses on **Program, Project, and Policy** opportunities to improve safety, accessibility, and travel by active modes
- **Three options**: Monday, February 27 at 4:00 p.m. and Thursday and Friday, March 2 and 3 at 8:00 a.m.



# VISIONING WORKSHOPS: WALKING TOURS

## Public Walk #1 (Keawe Focus)







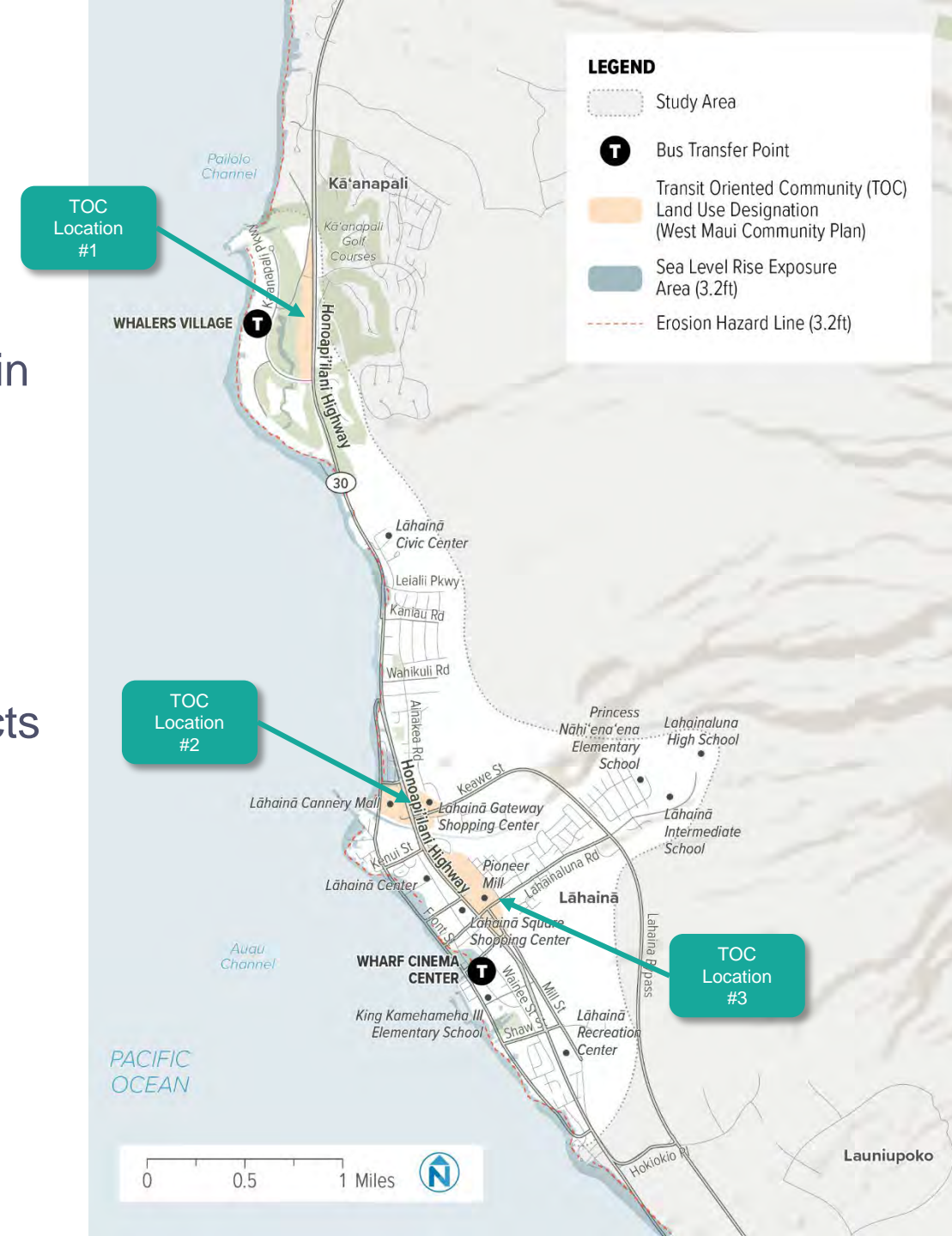
# VISIONING WORKSHOPS: PUBLIC OPEN HOUSE

- Provides opportunity to **share project information** with and **gather feedback** from West Maui community
- Focuses on **existing conditions**, including Community Profile findings, highlights of the Market Analysis and Housing Inventory, and themes from Phase 1 engagement activities
- Includes **multiple ways to engage**:
  - Overview presentation
  - Information boards
  - Targeted activities
  - Project team conversations
- Tuesday, February 28, from 6:00-8:00 p.m.



# VISIONING WORKSHOPS: STAKEHOLDER SESSIONS

- TOC Sites Walk Audits (Wed, 3/1, 9:00 a.m.)
  - Walk audits of three potential TOC sites included in the West Maui Community Plan
- Corridor-Wide Transportation & Land Use Workshop (Wed, 3/1, 12:00 p.m.)
  - Discuss opportunities for new housing, greater mixing of uses, and economic development
  - Identify short- and long-term strategies and projects to improve multimodal transportation
  - Consider needs and locations for new transit hub
- TOC Sites Workshop (Thurs, 3/2, 1:00 p.m.)
  - Develop goals and identify specific barriers and opportunities for each TOC site
  - Create programmatic scenarios and supporting projects for TOCs



# VISIONING WORKSHOPS: WALK AUDITS

## Three TOC Sites from Community Plan

- Provide overview and context for challenges and opportunities

### Part 1: Kā'anapali

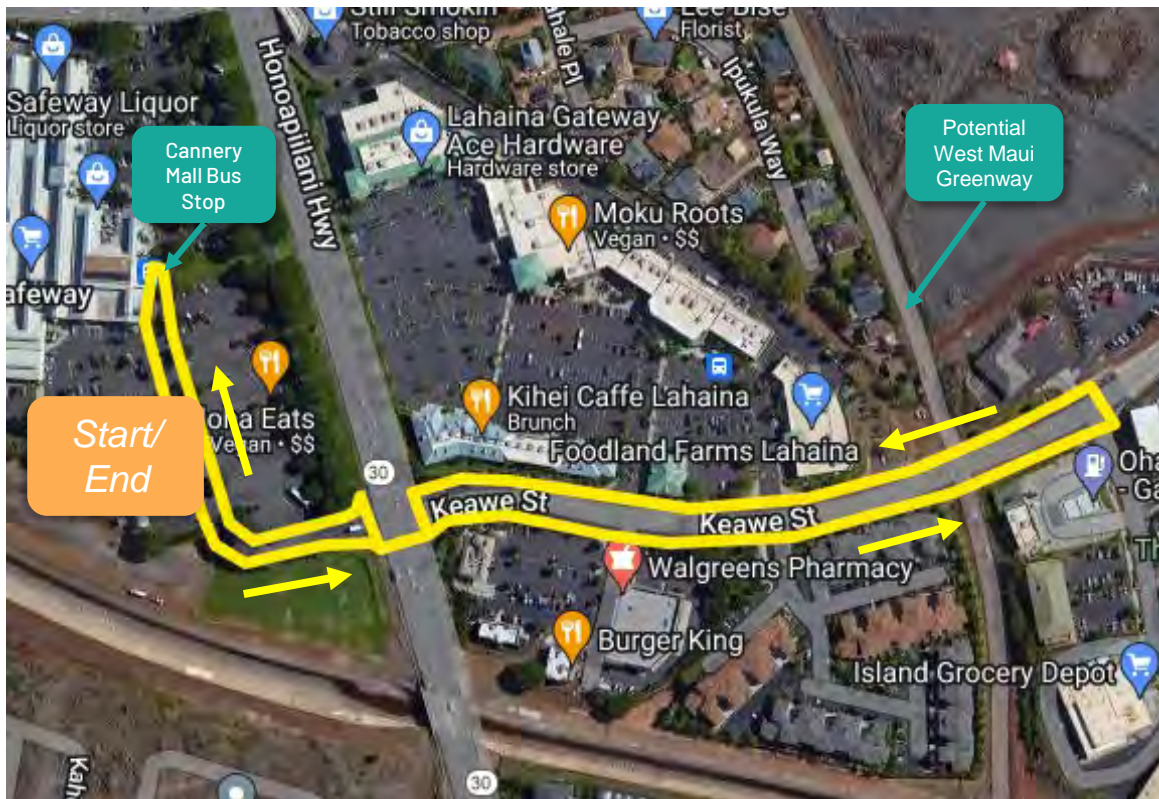


# VISIONING WORKSHOPS: WALK AUDITS

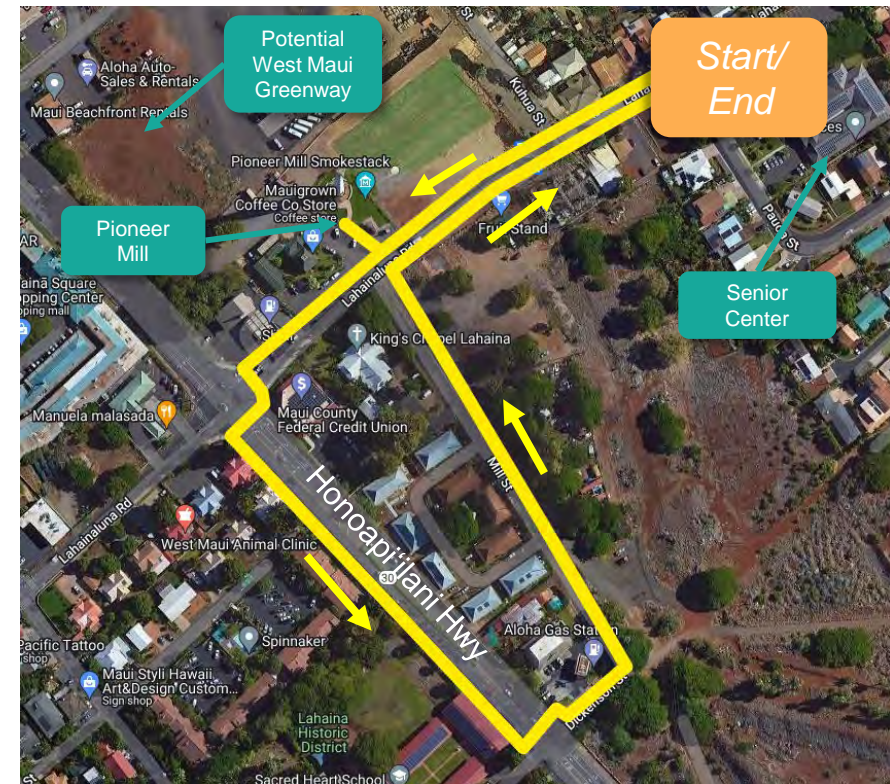
## Three TOC Sites from Community Plan

- Focus on safety, future housing, and siting a new transit hub

### Part 2: Keawe St



### Part 3: Pioneer Mill



# VISIONING WORKSHOPS: OFFICE HOURS

- Offers **informal opportunity to share findings** from the week, including draft vision and learnings from walk audits and workshops
- Invites people to **share feedback** and have a **casual conversation** with the project team and community members
- Supports **transparency and openness** and tees up next steps
- Friday, March 3 between 1:00-4:00 p.m.



# VISIONING WORKSHOPS: MATERIALS TO SHARE

- Updated project website
- Flyers and handouts
- Press release and newspaper ad
- Social media posts

What else would help you spread the word about these activities?



# NEAR-TERM ACTIONS & NEXT STEPS

# SEE YOU FEBRUARY 27 TO MARCH 3

TAC Walk Audits and Visioning Workshops on March 1 and March 2



1

Walking Tours on  
2/27, 3/2, & 3/3



2

Community  
Meeting & Open  
House on 2/28



3

Visioning  
Workshops on  
3/1 & 3/2



4

Project “Office  
Hours” on 3/3